WEST Search History

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DATE: Sunday, March 21, 2004

Hide?	Set Name	Query	Hit Count
		DB=USPT; PLUR=YES; OP=ADJ	
☐	L7	l1 near8 (monitor$ or trace or tracing or track$ or spy$ or spied)	7
		DB=EPAB,DWPI; PLUR=YES; OP=ADJ	
☐	L6	L5 near8 (monitor$ or trace or tracing or track$ or spy$ or spied)	1
☐	L5	((request$ or access$) near4 ((web page) or (web site))) near8 (profil$ or characteristic$ or parameter$ or statistic$)	43
		DB=USPT; PLUR=YES; OP=ADJ	
☐	L4	l1 and L3	13
☐	L3	709/224[ccls]	1666
☐	L2	L1 same (third party)	1
☐	L1	((request$ or access$) near4 ((web page) or (web site))) near8 (profil$ or characteristic$ or parameter$ or statistic$)	144

END OF SEARCH HISTORY

(54) **INTERNET ADVERTISING SYSTEM**

(75) Inventors: **David William Roth; Dylan Salisbury,** both of San Francisco, CA (US)

(73) Assignee: **Engage, Inc.,** Andover, MA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 320 days.

(21) Appl. No.: **08/787,979**

(22) Filed: **Jan. 22, 1997**

(51) Int. Cl.[7] G06F 17/40; G06F 17/60
(52) U.S. Cl. **705/27;** 705/26; 705/14; 705/37; 705/400
(58) Field of Search 705/26, 27, 14, 705/37, 400

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(List continued on next page.)

*Primary Examiner*—Allen R. MacDonald
Assistant Examiner—James W. Myhre
(74) *Attorney, Agent, or Firm*—Ropes & Gray

(57) **ABSTRACT**

A system for providing advertisements from a central server to viewers who access web sites. The central server stores both advertisements which are to be displayed and an information data base. The data base includes information about viewers, information about the characteristics of particular web sites and other information relevant to which advertisements should be displayed for particular viewers. Proposed bids submitted by different advertisers are evaluated in real time in order to determine which particular advertisement will be displayed to a viewer. Each proposed bid can specify a price or amount that the advertiser is willing to pay for the opportunity to display an advertisement (a) to a viewer who has a particular set of characteristics and (b) on a web site and web page that meets a particular set of criteria. The system includes (a) a web server system which has data bases stored therein, (b) bidding agents which compare the characteristics of view-ops to the specifications in proposed bids and which submit bids as appropriate, and (c) bid selection logic which decides which bid to accept for each particular view-op.

17 Claims, 13 Drawing Sheets
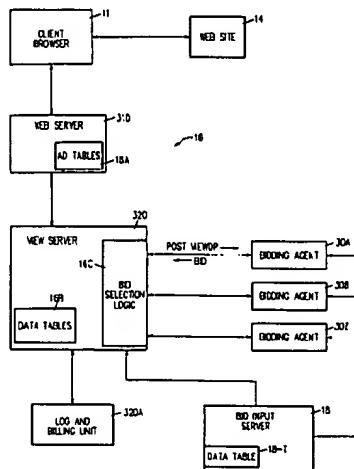
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L7: Entry 6 of 7   File: USPT   Sep 4, 2001

DOCUMENT-IDENTIFIER: US 6285987 B1
TITLE: Internet advertising system

Brief Summary Text (6):
Using standard HTTP facilities it is possible to track when a particular viewer
accesses a web site and thus it is possible to compile a data base which in essence
provides a profile of the sites a particular viewer has accessed. Furthermore, it
is known that particular categories of viewers generally access particular types of
web sites. The capabilities inherent in the World Wide Web for tracking the sites
that a viewer has seen provides a mechanism for targeting particular advertisements
to particular categories of viewers.

(12) **United States Patent**
Rosser

(10) Patent No.: **US 6,446,261 B1**
(45) Date of Patent: **Sep. 3, 2002**

(54) **SET TOP DEVICE FOR TARGETED ELECTRONIC INSERTION OF INDICIA INTO VIDEO**

(75) Inventor: **Roy J. Rosser**, Princeton, NJ (US)

(73) Assignee: **Princeton Video Image, Inc.**, Lawrenceville, NJ (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **09/331,332**

(22) PCT Filed: **Dec. 17, 1997**

(86) PCT No.: **PCT/US97/23396**

§ 371 (c)(1),
(2), (4) Date: **Jun. 17, 1999**

(87) PCT Pub. No.: **WO98/28906**

PCT Pub. Date: **Jul. 2, 1998**

Related U.S. Application Data

(60) Provisional application No. 06/034,517, filed on Dec. 20, 1996.

(51) Int. Cl.⁷ H04N 7/10; H04N 7/025; H04N 7/20

(52) U.S. Cl. 725/34; 725/32; 725/35; 725/64

(58) Field of Search 348/1, 2, 9, 581, 348/465, 10, 12; 455/4.2, 2; 707/4; 725/2, 9, 10, 13, 45, 46, 51, 32–36, 64; 705/10–14; 709/217–219

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Primary Examiner—Andrew Faile
Assistant Examiner—Hai V. Tran
(74) *Attorney, Agent, or Firm*—Woodbridge & Associates, PC; Richard C. Woodbridge

(57) **ABSTRACT**

A method of anonymous targeted insertion of indicia into video broadcasts. Individual televisions or other video reception devices are associated with set-top boxes that monitor the usage and viewing habits of the television set or other video reception device. A viewer profile derived from data acquired from said monitoring is created wherein the viewer profile indicates certain characteristics about the viewer. This profile is transmitted to a centralized database, said centralized database being an intermediate link between the origin of the video broadcast and the end viewer. The purpose of the database is to link specific insertable indicia with matching specific viewer profiles. The insertable indicia are encoded directly into the broadcast video and re-broadcast to the end viewer where the set-top box decodes the broadcast video and performs insertion of the indicia. Thus, the system and method allow advertisers to target specific ads or indicia to specific viewing profiles.

16 Claims, 4 Drawing Sheets
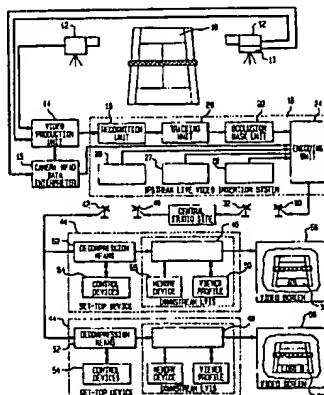
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L7: Entry 4 of 7   File: USPT   Sep 3, 2002

DOCUMENT-IDENTIFIER: US 6446261 B1
TITLE: Set top device for targeted electronic insertion of indicia into video

CLAIMS:

13. A set-top device for sending and receiving data pertaining to television or
video viewing in which a video signal having been transmitted by a video
distribution mechanism is received by said device and modified prior to viewing by
utilizing automatically selected video indicia or sequences which are stored
locally on said set-top device, said device comprising: means local to the user for
monitoring the usage of a television or video viewing device; means local and
private to the user for automatically creating a continuously updated viewer
profile based upon the cumulative data acquired by said monitoring means, wherein
said means for automatically creating a viewer profile further comprises analysis
of the user's accesses to web-sites when browsing the World Wide Web or other
computer network.

(12) **United States Patent**
Saunders

(10) Patent No.: **US 6,697,850 B1**
(45) Date of Patent: **Feb. 24, 2004**

(54) **SATELLITE-BASED COMMUNICATIONS SYSTEM HAVING AN ON-BOARD INTERNET WEB PROXY CACHE**

(75) Inventor: **Oliver W. Saunders**, Los Angeles, CA (US)

(73) Assignee: **Northrop Grumman Corporation**, Los Angeles, CA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **09/567,853**

(22) Filed: **May 9, 2000**

(51) Int. Cl.^{7} G06F 15/16
(52) U.S. Cl. **709/219**; 703/217
(58) Field of Search 709/219, 231, 709/200, 217; 370/464

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Kota et al., Reservation Access Protocol For Multiplanar ATM Switched Satellite Network (MASSNet), IEEE, 0–7803–1828–5/9 pp. 1048–1052.*

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Primary Examiner—Krisna Lim

(57) **ABSTRACT**

A method and system for communicating internet data in a satellite-based communications system. A request for a selected web page is transmitted from either a standard terminal or an enhanced terminal to the satellite. The satellite initially determines whether the transmission came from a standard user or an enhanced terminal. If the request was from a standard terminal, the satellite relays the request for the web page directly to the ground station, which retrieves the requested web page from a local cache or the internet, and transmits the requested web page to the satellite, where the satellite in turn retransmits it to the user terminal. If the original request was transmitted from an enhanced terminal, then the satellite determines whether or not it already has a copy of the requested web page in its on-board memory cache. If the satellite has a copy in its memory cache, the requested web page is retrieved from its memory cache and transmitted to the enhanced terminal. If the satellite does not have a copy of the requested web page, it requests the page from the ground station if the same fashion as with the standard terminal.

11 Claims, 4 Drawing Sheets
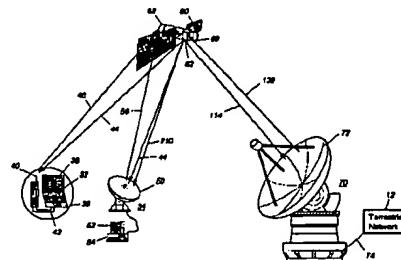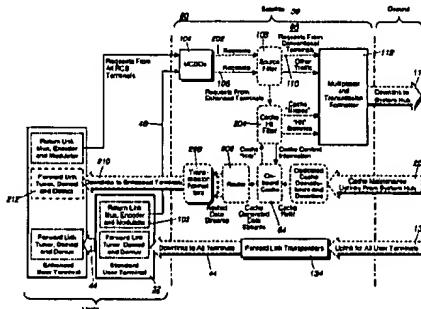
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L7: Entry 1 of 7   File: USPT   Feb 24, 2004

DOCUMENT-IDENTIFIER: US 6697850 B1
TITLE: Satellite-based communications system having an on-board internet web proxy
cache

Detailed Description Text (12):
The local cache 124 contains a hit filter and statistics generator 144, which
tracks the frequency of requests for individual web pages, and updates the local
proxy cache 124 with information from the internet 12 as a function of the
necessity to keep the most requested pages in the proxy cache 124. The most
popular, most frequently requested, pages are placed in the caches in the order of
their popularity until the caches 124 are filled.

US005974572A

United States Patent [19]

Weinberg et al.

[11] **Patent Number:** 5,974,572

[45] **Date of Patent:** Oct. 26, 1999

[54] **SOFTWARE SYSTEM AND METHODS FOR GENERATING A LOAD TEST USING A SERVER ACCESS LOG**

[75] Inventors: **Amir Weinberg**, Zoran; **Eduardo Alperin**, Ramat-Gan, both of Israel

[73] Assignee: **Mercury Interactive Corporation**, Sunnyvale, Calif.

[56] **References Cited**

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"Getting Started" Manual for Netcarta WebMapper 1.0 for Windows NT/95, dated 1996.
User's Guide for NetCarta WebMapper 1.0 for Windows NT/95, dated 1996.
Product packaging (front and back) for NetCarta WebMapper 1.0, dated 1996.

(List continued on next page.)

Primary Examiner—Zarni Maung
Assistant Examiner—David M. Ovedovitz
Attorney, Agent, or Firm—Knobbe, Martens, Olson & Bear, LLP

[57] **ABSTRACT**

A visual Web site analysis program, implemented as a collection of software components, provides a variety of features for facilitating the analysis, management and load-testing of Web sites. A mapping component scans a Web site over a network connection and builds a site map which graphically depicts the URLs and links of the site. Site maps are generated using a unique layout and display methodology which allows the user to visualize the overall architecture of the Web site. Various map navigation and URL filtering features are provided to facilitate the task of identifying and repairing common Web site problems, such as links to missing URLs. A dynamic page scan feature enables the user to include dynamically-generated Web pages within the site map by capturing the output of a standard Web browser when a form is submitted by the user, and then automatically resubmitting this output during subsequent mappings of the site. An Action Tracker module detects user activity and behavioral data (link activity levels, common site entry and exit points, etc.) from server log files and then superimposes such data onto the site map. A Load Wizard module uses this activity data to generate testing scenarios for load testing the Web site.

36 Claims, 32 Drawing Sheets

Microfiche Appendix Included
(1 Microfiche, 51 Pages)
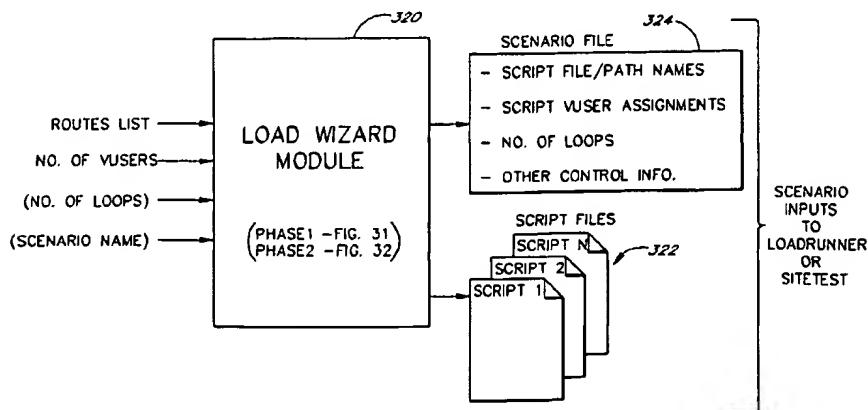
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L7: Entry 7 of 7   File: USPT   Oct 26, 1999

DOCUMENT-IDENTIFIER: US 5974572 A
TITLE: Software system and methods for generating a load test using a server access
log

Detailed Description Text (187):
During the load testing process, each Vuser monitors the Web site's responses to
the client requests submitted by that Vuser, and records various performance-
related characteristics of these responses. These characteristics include, for
example, response times to individual client requests, timeout events, and error
events. Following the load testing process, the user is presented with a set of
graphical reports that allow the user evaluate the site's performance. Using these
reports, the user can, for example, compare response times of different site
components (Web servers, CGI scripts, APIs, proxy servers, etc.) to identify
bottlenecks and other performance problems.